Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims

1. (Currently Amended) A system for web-based virtual advertising, comprising:

a web server contained within a first computer and having a first vector graphics image and a web page containing a link to the first vector graphics image;

an ad server contained within a second computer and having a second vector graphics image;

a client contained within a third computer and adapted to receive the web page from the web server and to receive the first and second vector graphics images from the web server and the ad server, respectively; and

an editor adapted to operate within the client for overlaying a portion of the first vector graphics image with the second vector graphics image to produce a modified version of the first image, wherein the first and second vector graphics images are represented as first and second files containing instructions in a vector graphic programming language, and wherein overlaying a portion of the first vector graphics image with the second vector graphics image performed by the editor further comprises inserting instructions from the second file into the first file to overlay a portion of the first vector graphics image with the second vector graphics image by inserting instructions from the second vector graphics image file into the first vector graphics image file in response to the client receiving the web page, the first vector graphics image, and the second vector graphics image.

2. (Previous Presented) The system as recited in claim 1, wherein the first vector graphics image, second vector graphics image or both the first and second vector graphics images are scalable vector graphic images.

3. - 7. (Canceled)

8. (Original) The system as recited in claim 1, wherein the client operates a web browser and is coupled via the Internet to the web server and the ad server.

9. (Previous Presented) The system as recited in claim 1, further comprising a database in the ad server, such that the database associates the second vector graphics image with the first vector graphics image.

10. (Previous Presented) The system as recited in claim 9, wherein the database specifies the location and size of the portion of the first vector graphics image to be overwritten by the second vector graphics image.

11. (Previous Presented) The system as recited in claim 10, wherein the location and size of the portion of the first vector graphics image to be overwritten by the second vector graphics image are determined by a computer program.

12. (Original) The system as recited in claim 1, wherein the web server and ad server are computer program execution units adapted to transmit, receive and process data stored in a carrier medium adapted for transmission therebetween.

13. (Currently Amended) A method for web-based virtual advertising, comprising:

requesting a web page from a first computer containing a link to a first vector graphics image;

overlaying a portion of the first vector graphics image with a second vector graphics image obtained from a second computer, coupled to the first computer by a network, to obtain a modified first vector graphics image; and

displaying the modified first vector graphics image upon a client computer coupled to the first and second computers by the network, wherein the first and second vector graphics images are represented as first and second files containing instructions in a vector graphic programming language, and wherein said overlaying comprises using an editor to insert instructions from the second file into the first file by causing the editor within the client computer to overlay a portion of the first vector graphics image with the second vector graphics image by inserting instructions from the second vector graphics image file into

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the first vector graphics image file in response to the client receiving the web page, the first vector graphics image, and the second vector graphics image.

14. (Previous Presented) The method as recited in claim 13, wherein the first vector graphics image, second vector graphics image or both the first and second vector graphics images are scalable vector graphic images.

15. - 16. (Canceled)

17. (Currently Amended) ~~The method as recited in claim 13,~~ A method for web-based virtual advertising, comprising:

requesting a web page from a first computer containing a link to a first vector graphics image;

overlaying a portion of the first vector graphics image with a second vector graphics image obtained from a second computer, coupled to the first computer by a network, to obtain a modified first vector graphics image; and

displaying the modified first vector graphics image upon a client computer coupled to the first and second computers by the network, wherein the first and second vector graphics images are represented as first and second files containing instructions in a vector graphic programming language, and wherein said overlaying comprises using an editor to insert instructions from the second file into the first file by causing the editor ~~wherein said overlaying comprises operating the editor~~ within the first computer to overlay a portion of the first vector graphics image with the second vector graphics image by inserting instructions from the second graphics image file into the first vector graphics image file in response to the client computer receiving the web page, the first vector graphics image, and the second vector graphics image.

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18.   (Currently Amended) ~~The method as recited in claim 13,~~ A method for web-based virtual advertising, comprising:

requesting a web page from a first computer containing a link to a first vector graphics image;

overlaying a portion of the first vector graphics image with a second vector graphics image obtained from a second computer, coupled to the first computer by a network, to obtain a modified first vector graphics image; and

displaying the modified first vector graphics image upon a client computer coupled to the first and second computers by the network, wherein the first and second vector graphics images are represented as first and second files containing instructions in a vector graphic programming language, and wherein said overlaying comprises operating the editor within the second computer to overlay a portion of the first vector graphics image with the second vector graphics image by inserting instructions from the second graphics image file into the first vector graphics image file in response to the client computer receiving the web page, the first vector graphics image, and the second vector graphics image.

19. - 31. (Canceled)

32. (New) The method as recited in claim 17, wherein the first vector graphics image, second vector graphics image, or both the first and second vector graphics images, are scalable vector graphics images.

33. (New) The method as recited in claim 18, wherein the first vector graphics image, second vector graphics image, or both the first and second vector graphics images, are scalable vector graphics images.